

KELLIE WRIGHT

Provisional RGD

CONTACT

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wrightidea.ca

SKILLS

Conceptual Thinking	Optimism
Quick Learning	Leadership
Problem Solving	Collaboration
Resourcefulness	Adaptable
Organization	Entrepreneurial

PROGRAMS & TECH

Illustrator CC	Invision
Photoshop CC	HTML & CSS
InDesign CC	Wordpress
After Effects CC	Powerpoint
Adobe Muse CC	Google Slides
Sketch	Google Docs

*References available upon request.

INTERESTS



Reading



Sci-Fi



Health &
Wellness



Running



Travel &
Nature



Art &
Design

EDUCATION

UX DESIGN FOUNDATIONS

Certificate Program
RED Academy, Toronto

Jan 2017 - Apr 2017

GRAPHIC DESIGN

Advanced Diploma
St. Lawrence College, Kingston

Sept 2011 - Apr 2014

ADVERTISING & MARKETING

12 Courses Completed
St. Lawrence College, Kingston

Sept 2010 - Apr 2011

EXPERIENCE

ART DIRECTOR

Elite Digital

Oct 2015 - Present

I collaborate with Project Managers and Marketing Strategists to establish strategic and artistic direction for large client websites, advertising campaigns, and branding projects. I oversee all aspects of the projects from site-mapping and content planning, to userflows, wireframes, design direction, and quality assurance. I guide the design team through projects, acquire new talent, lead brainstorming sessions, and have successfully lead the strategy and execution of multiple large RFPs.

FREELANCE DESIGNER

Wright Idea Design

Sept 2012 - Dec 2017

I have worked on a broad range of projects for freelance clients. This includes everything from branding, to illustration and print projects, package design for retail products, and website design. I come up with original concepts, execute design, and communicate with clients from start to finish, ensuring projects align with the client's goals and make them stand out.

WEB DESIGNER

FrontRunner Professional

Oct 2014 - Oct 2015

I designed custom websites for clients, as well as new themes for the theme library on the company-built CMS. I also converted designs into coded templates using CSS, HTML, and media queries to ensure all sites were responsive, while working closely with the Creative Director on all projects.

GRAPHIC DESIGNER

Spark Production House

Dec 2013 - May 2014

I worked with another designer to establish the agency's branding, handled projects independently on strict timelines, and came up with creative strategies and direction for client projects. I also lead the agency's original website creation.

GRAPHICS ASSISTANT

Student Association, SLC

May 2013 - June 2014

I worked in the copy center providing print services to students and created various print materials for student related events. I also came up with concepts for various events and campaigns that were hosted and organized by the Student Association.